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Your Extension Service Reports

Iowa Farm Science Editorial Board

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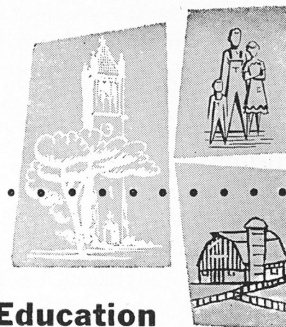
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YOUR EXTENSION SERVICE REPORTS



Extension Education

THE YEAR 1957 might well be termed the period in which the Cooperative Extension Service in Agriculture and Home Economics, after a considerable time of gradual change, launched boldly into a new area of service.

Some of the changes are definite and easily recognizable. Other trends are more subtle and less easily identified. But they are nonetheless significant and serve to chart the course which extension education will follow in its service to the people of Iowa.

Among the more apparent trends and significant accomplishments which indicate a redirected Extension Service are these:

—A long-range program dealing with the problems of agricultural and economic change was launched—highlighted by the establishment of the Center for Agricultural Adjustment at Iowa State College.

—Through extension planning groups, the local county extension services turned to the problems of long-range planning in charting the future course of extension work in the counties.

—Farm and Home Development, a program primarily for young and beginning farmers, began to show concrete results.

—Farm people, under extension guidance, became more vitally concerned with programs dealing with public affairs, community institu-

tions and development and individual welfare, and programs concerned with the farm and home business.

—There was a definite movement toward increased emphasis in the fields of consumer marketing and quality production. This was apparent in all production areas—in livestock, the emphasis was upon improved quality, rather than increased production; in more time being devoted to soil and water conservation and management.

—More urban and rural non-farm groups became involved in the educational activities of the Extension Service.

—Programs for Iowa youth, particularly 4-H Club boys and girls, began to assume a broader role in an attempt to provide guidance and counseling for future living.

—County extension staffs became more adept in dealing with the broader problems of farm living and more capable to provide leadership for the redirected educational programs. Office facilities were improved to provide better service to the people of their counties.

How Extension Serves . . .

Extension serves farm people, and urban people as well, in every county in Iowa. It is the adult educational arm of Iowa State College.

This is done through county extension offices, state specialists and farm people themselves. Approximately 50,000 local leaders participate in disseminating available information to the people of the state.

Extension is directed by the Iowa State College extension representatives in close cooperation with the county extension councils and with the advice and counsel of a state advisory group.

The extension program in each county is, in the final analysis, determined by the official governing body—the County Agricultural Extension Council. This council, elected by the voters of the county, has responsibility for planning, directing and reviewing the local county extension program. Each county extension unit works with approximately 50 organized groups and governmental agencies in carrying out the educational program in agriculture and home economics. The State Extension Service carries the responsibility of education in nearly all of the programs of the United States Department of Agriculture.

Agricultural Adjustment . . .

Most significant and striking of all new developments in extension activities were those dealing with the problems of agriculture in a rapidly changing society. Upon the encouragement and urging of groups of farm leaders and individuals, the Division of Agriculture brought the problems of agri-

culture sharply into focus by a series of seminars on the campus.

The information developed therefrom was widely disseminated by means of a series of semi-technical bulletins. These were published in three parts as a Basebook for Agricultural Adjustment in Iowa and a number of popular articles dealing with specific problems of agriculture. Further encouragement for extension to undertake a broad educational program in the area came from the county extension councils, from the Iowa newspapers and radio stations, and popular approval of the public generally.

By the close of the year, the Extension Service was launched in a gigantic undertaking to inform Iowa people of the nature and magnitude of the agricultural problems and of those of the institutions which serve farm people.

The efforts in Iowa to study these problems have brought nationwide attention. The plan has been explained and discussed before officials and advisory committees of the USDA and the Federal Extension Service. It has attracted the interest of numerous Extension Services in other states, of farm organizations and industrial leaders throughout the nation.

At the same time, work in the fields relating to agricultural adjustment has been intensified in the Agricultural and Home Economics Experiment Station in an effort to provide the information needed to help farmers and the people of Iowa to better determine the course they will follow in the years ahead. The Iowa General Assembly appropriated an additional \$100,000 annually to speed up research in the areas dealing with the marketing and processing of farm products.

Extension recognizes that there is still much to be done. The simple days of agriculture are gone. Specialization in agriculture will continue to intensify, the experts say.

When extension work began in Iowa, some 54 years ago, farming was lagging behind the scene. In many ways, this is still true. Science has worked out methods that reduce labor and other costs on our farms, provide better housing

and engineering for the farmstead, increase livestock production and crop yields. But much still remains to improve marketing and distribution.

Efficient production alone, however, does not necessarily bring prosperity to farm people. In some cases, farmers may find they are unable to expand or adjust their enterprise to earn an income completely adequate to provide a satisfactory living for the family. These families and their farms must not be allowed to become casualties of the highly competitive modern pace. Iowa's cities have grown, suburbs are expanding. More people are moving to the country who are not farming. But Iowa's industry is not growing fast enough to absorb the increased population, with the result that from 15,000 to 20,000 have sought employment outside of the state each year.

It is for these reasons that the Extension Service has undertaken the task of helping people with the broad problems dealing with agricultural adjustment. Extension work will continue to change with the times and according to the desires of the people. But it will continue in the traditional extension role of helping people to help themselves.

Highlighting 1957 . . .

Extension work in agriculture and home economics entered its fifty-fourth year in 1957. Each year the program has grown in scope, magnitude and intensity. A brief report cannot even enumerate the various subject phases from which Iowans have drawn help in a single year. The following are mere sketches of highlights of the year.

Farm and Home Caravan

To acquaint Iowa people more fully with their Extension Service and the services it provides, a mobile exhibit, "New Ideas for Land and Living," traveled throughout Iowa during the winter of 1956-57. This caravan, with approximately 20 major exhibits, visited every area of the state in 31 one-day exhibits. Nearly 32,500 Iowans attended the shows. They visited an average of 10 of the exhibits to

hear discussions by state extension specialists and to secure answers for specific problems.

Farm and Home Development

One of extension's newer programs to help people adapt to changing conditions is the Farm and Home Development activity. It attempts to meet the needs, wants and goals of each cooperating family by helping the family members select, adapt and use information on farming and homemaking to achieve the goals they desire. In 1957, more than half of the counties were carrying on active programs of this kind with 1,455 young families participating—an increase of 607 families over 1956.

A survey of 856 farm families in 17 counties in five areas of the state gives some indication of the impact of the program. Of the 856 families, 328 were participating in extension activities for the first time; 241 families were keeping farm accounts that were not doing so when they entered the program; 142 families started to keep home accounts; 362 were using the analysis of their farm accounts as they apply to decision-making in the farm business. A total of 87 families shifted to part-time off-farm employment to supplement farm income; 44 families left the farm for other employment.

The number of families that obtained larger farming units totaled 144—38 through the purchase of additional land and 105 by renting more land. In addition, 100 families have decided to secure additional land and are actively looking for it.

A total of 390 families are making a major reorganization of their farm business—178 in the cropping enterprise and 212 in their livestock business.

—106 families eliminated low-profit enterprises which competed for labor and capital.

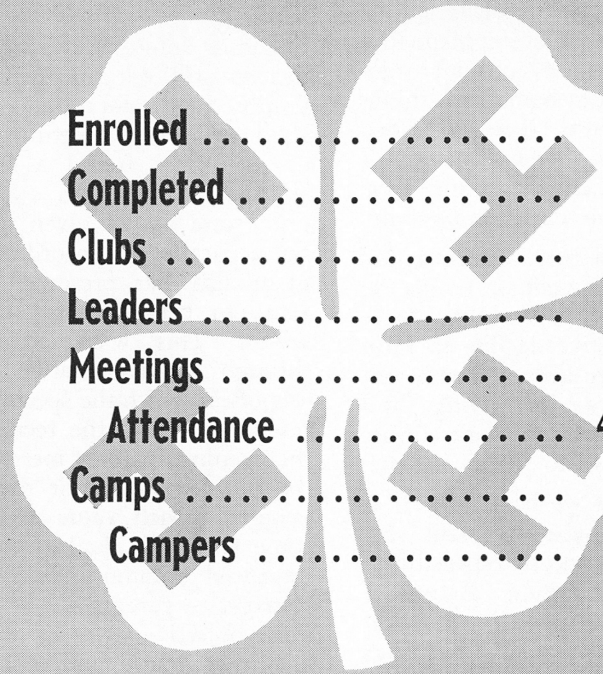
—114 farmers started new enterprises since participating in the program.

—258 farmers intensified existing enterprises.

—383 farmers adopted practices which contributed to increased income or improved efficiency.

—242 farmers established resource-substituting practices includ-

4-H Club Work, 1956 - 57



Enrolled	51,738
Completed	43,475
Clubs	3,073
Leaders	10,527
Meetings	31,671
Attendance	412,106
Camps	442
Campers	10,875

ing machine power for labor, water systems and other labor-saving devices.

—Home improvements to improve standards of living: 69 families installed running water; 63 families installed bathrooms; 30 installed central heating. Washing and cleaning facilities were improved in 71 homes; kitchen arrangements improved in 109 homes, and 53 other improvements were made ranging from new homes to the purchase of a sewing machine.

—364 families were able to identify their goals and values of family members, their costs, and use them as a guide in the decision-making process.

—A total of 200 homes achieved some additional simplification of work, such as rearrangement of equipment, the order of doing tasks and simpler changes.

—318 families received special training or assistance in buymanship of food, clothing and other family needs.

—199 couples assumed leadership roles in community activities.

4-H Club Work

Preparation for effective living was the theme uppermost in the minds of Iowa's 4-H Club members and their leaders during 1957.

This was apparent in the range of special programs and events. The annual 4-H boys' short course gave attention to broad vocational opportunities open to young people with rural backgrounds. "Learning to Become the Future Adult Citizen in Our Democracy" was the theme of the 4-H Girls' Convention.

The Iowa 4-H program is gradually moving into new project and program areas, such as entomology, plant collection and electrification. Many of these projects are of interest to nonfarm boys and girls, as well as to those growing up on farms. Stress is being placed upon a well-balanced program which will develop young people who can take effective part as group participants and as leaders.

Iowa 4-H enrollment reached a new all-time high was 51,738 members. There was a corresponding increase in the number of clubs and in adults working with 4-H Club members as local adult leaders and county committeemen.

Iowa was honored this year by having one of its 4-H members selected as a national achievement winner with the opportunity to take the report of the 4-H Club work in the nation to the President of the United States and to mem-

bers of Congress. He is Doran Bollman of Davis County.

Family Living . . .

Economic and social changes within Iowa continued to pose problems of major significance to Iowa families. These were reflected in the educational program conducted by home economics extension workers. Three areas of emphasis stood out: assistance to families to use their resources to the fullest through development of their own skills and knowledge; expansion of consumer education work; and enlargement of the program in family relationships.

During the year, 115,974 families were assisted directly or indirectly with adult home economics extension work. Of these 76,196 were farm families. Rural non-farm families who received assistance increased from 13,902 last year to 16,912 this year. The number of urban families increased from 19,504 to 22,866—a trend nationally. Growth of the program is noted in the increased number of organized groups, the increase of members participating in such groups, and the number of volunteer subject matter leaders.

Economic, Social Change

Two areas of interest dominated the 1957 food and nutrition program. These were: (1) consumer education in the food buymanship field prompted by lower farm incomes, higher family living costs, increased complexity of the supermarket and (2) the accompanying need for families to recognize the close relationship between good health and nutrition and wise selection of foods.

While nutritional standards of Iowa families have improved considerably, research studies indicate that Iowans need help in these areas: (1) diets low in calories but high in nutrients; (2) breakfasts; (3) diets to provide sufficient quantities of protective foods such as milk, citrus fruits and green and yellow vegetables.

Social change evidenced in early marriage, more women working and increases in older age groups prompted added attention on meal planning and on time and money management. Every county in Iowa included some phase of food

and nutrition studies in their 1957 program.

Likewise consumer buying and family economy of resources were stressed in the textiles and clothing program. Families caught in a cost-price squeeze, with need to make the family clothing dollar stretch further, were aided in knowing how to make clothing economies and how to buy wisely.

One significant program in this area related to making children's garments from adult cast-off wool clothing. High cost of children's clothing, need for economies within young families, and the fact that women were willing to make children's garments were motivations behind the program. It was conducted with cooperation of specialists and county extension home economists and supported by all educational techniques including a series of television programs on Iowa stations. Participants included a high proportion of urban women.

The dual direction of consumer education and family use of its own resources was also apparent in the home furnishings program. Most significant trend in the home furnishings field during the year was the increased participation of the husband and wife working together for the improvement of their living conditions. It appears that this trend will continue and will

enlarge. Refinishing and reupholstering workshops for husband and wife are examples. Many young couples participating in the Farm and Home Development Program took part. A consumer education program in home furnishings buymanship was given added emphasis through development of exhibits for field days and fairs and through the television medium.

Emphasis on better housing and on wise management of family resources was stimulated for three reasons: a relative decline in farm income; a continued interest to increase standards of living, and a trend for women to work outside the home to add to family income.

"Using what we have as well as we can to get what we want" became a major concern especially to younger farm families. Active interest in improved housing for new as well as remodeled dwellings continued at a high level. The kitchen, as the center where time and energy management was of utmost importance, was the number one area for educational help. Workrooms ran a close second with storage throughout the house ranking third.

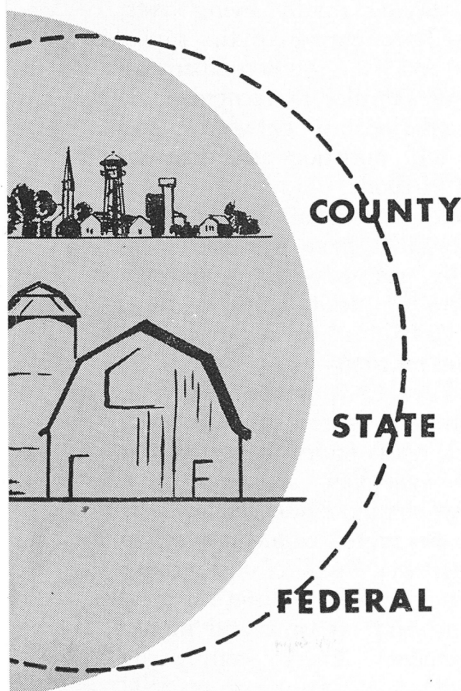
Work was continued to improve the record of pressurized water on Iowa farms. Estimates, as of the end of 1957, indicated that approximately 75 percent of Iowa farm homes now have running water;

this in contrast to the 1950 census figures when only 50 percent of Iowa homes had such modernization.

Family interests and needs were met in still a third way—that of family life education. Counties seeking help on meeting problems of teen-agers found a significant shift in emphasis in 1957. Not only were adults given assistance, but a parallel and coordinated program also was presented to teen-agers to better understand themselves. This was accomplished through the cooperation of high schools in which the specialist could reach directly to the teenager. In the evening, parents met to discuss the problems of their own young people. Much value appeared to come from this dual approach—in improved communication between teen-agers, parents and teachers, more objective attitudes toward behavior of youth, and more understanding by parents of guidance principles in relationships with youth.

Three times as many youth were directly reached by this program in 1957 as in 1956—a total of 8,676. Twice as many parents of teen-agers participated in the program.

The program likewise was furthered through cooperation with other interested groups and organizations: service clubs, parent-teacher associations, farm and



Cooperative Extension Service - - 1957:

IN IOWA COUNTIES,

- 9,861 persons organized and planned their own programs for adult and youth educational activities, supporting them with local tax funds;
- 48,080 voluntary local leaders and
- 5,000 organized groups and agencies assisted. . .
- 265 professional county extension agents carry out the programs. The county staffs are employed and supervised jointly by local county extension councils and the . . .

IOWA STATE COLLEGE, where

- 42 supervisors, service personnel and administrators supported and coordinated activities between county and state and between state and federal, using state and federally appropriated funds;
- 84 extension specialists prepared educational materials and assisted in training agents and leaders for county programs, drawing information from research at Iowa State College and from the . . .

U.S. DEPARTMENT OF AGRICULTURE, where the

Federal Extension Service brought together, for the use of all states, information from programs of all of the land-grant colleges, allocated federal appropriations to the states and provided technical assistance to them.

Mass Media

COUNTY STAFF

STATE STAFF

40,636 newspaper releases

2,248

3,027 radio programs

1,446

391 television programs

1,083

publications printed

1,041

total copies

3,820,550

1,181,821 publications distributed

4,750,000

home development groups, farm business associations and comparable groups.

Community Life . . .

The rural and community life programs of the Extension Service have as their aim the advancement of group action and social adjustments that promote better living and strengthen democracy.

Rural leader guides and program aids were supplied to officers and committees of local community groups to assist in developing effective programs. Community workers were provided with community development guides for appraising community needs and developing community teamwork.

They helped to advance the work of the Iowa Council for Community Improvement which correlates endeavors of more than 20 state-wide institutions, agencies and organizations. Church leaders from 51 counties participated in the 1957 Iowa Christian Rural Institute. They indicated an increased interest in the "Challenge to Iowa" programs and a desire to use the new resources offered.

In addition the extension sociologist participated in state-wide conferences and workshops, met with local community planning groups and helped conduct district conferences for community work-

ers and conducted surveys of opinions regarding community needs, existing community councils and plans for developing community calendars.

Education

Many Iowa communities have reorganized their school districts into satisfactory patterns because of assistance provided by extension in local communities. Extension attempts to show communities how to organize for study and how to conduct such studies. The communities themselves decide how they wish to reorganize their districts.

Guidance has also been provided to assist in career days which lead to occupational advice for farm boys and girls who face problems of adjustment in choosing their future careers.

Music

The two basic aims, to broaden the musical appreciation of Iowa's rural people and to originate and expand organized music activities, were served by the extension music program. A total of 1,468 youth and adult leaders in 28 counties were trained in directing *informal* music activities, such as club and community singing and family activities. In addition, 408 persons in 28 counties were trained in *organized* music activities such as

county and community choruses, while many more were trained in the festival division of the program.

Recreation

Family recreation and recreation for small groups continues to be a popular field. Homemade games have been emphasized, and folk dances and social recreation games for all types of groups have been included.

The camping program is a very valuable part of the extension youth program, and time devoted to this has been well spent.

Animal Industry . . .

Swine Production, Marketing

Today one in five butcher hogs marketed is meat type. This compares with one in ten 5 years ago. A more significant achievement of the educational program in this area is that very few No. 3 hogs are appearing on the market. Price differentials are being paid at most of the major markets. Farmers have an opportunity to sell hogs on a yield and grade basis. Swine producers are definitely applying science to hog production—tested breeding stock, distributed farrowings, improved nutrition and management.

Sheep

A systematic quality lamb production and marketing program was presented to Iowa farmers. This program provides for use of top quality breeding animals, sound feeding and management, and adequate marketing facilities for a top quality product.

Beef Cattle

Farmers assisted in planning and conducting their 1957-58 livestock program totaled 5,765. Information on future demands, feed supplies, probable feeder cattle supplies and movements, hog prices and trends, and feeding programs was presented at 68 meetings conducted jointly by animal husbandrymen and agricultural economists. Iowa cattle feeders and raisers continued to look to the Extension Service for livestock nutrition information. Interpretation of research and evaluation of the many varied products available and promoted was a major function.

Dairy Husbandry

The 1956-57 goal of dairy husbandry extension work was to assist dairy farmers in adjusting their operations to the current economic condition. Most of them were experiencing difficulty maintaining a satisfactory net income because of steadily rising costs in relation to the price of milk and milk products.

Major emphasis was put on expanding production record keeping. This was done because records are the tools for (1) culling inefficient and unprofitable cows, (2) feeding economically and (3) selecting the cows from which to raise herd replacements.

Dairy Industry

By coordinating the work of the quality improvement fieldmen, through demonstrations of milk sanitation and milk grading, the quality of milk used for manufactured dairy products in Iowa was improved substantially. The proper installation and use of bulk milk tanks received special attention.

Among the various dairy products, nonfat dry milk improved significantly, mostly through better raw milk and platform grading but also through improved plant operations. The net result was a significant increase in returns to milk producers in many plants.

The activities concerned with butter, cheese, ice cream and fluid milk consisted of regular scoring and analysis programs, contests, operation of a service laboratory and assistance with special manufacturing problems in a number of plants.

A current problem of the dairy industry in Iowa is that of reorganizing many of the existing small cooperative creameries into larger and more efficient units. Partly through the efforts of the Extension Service a number of creamery consolidations took place during the year. Several large groups of creameries began studies of consolidation proposals. These are expected to materialize and will ultimately result in better marketing and higher returns to the milk producers.

Veterinary Medicine

Veterinary medicine extension work is divided into three fields,

based principally on experience and special training of the three extension veterinarians.

Programs to eradicate brucellosis, and organization of committees and educational programs for control of mastitis were major accomplishments in 39 counties. In other counties, assistance in the eradication of brucellosis, control and eradication of leptospirosis in swine, and organization of cooperative committees were noteworthy.

Educational programs were conducted in cooperation with veterinarians and hatcherymen to establish and operate laboratories over Iowa to test breeding flocks of chickens and turkeys to eradicate pullorum disease, paratyphoid disease and chronic respiratory disease. The past year, establishment of 26 laboratories and testing of 200,000 turkey breeding hens was an indication of progress.

Plant Industry . . .

Agricultural Engineering

The keynote of agricultural engineering extension programs in 1957 was growth and readjustment to fit a growing farm size to a shrinking market.

Among Iowa farmers there is a continuing interest toward a high degree of mechanization, particularly in the field of beef, swine

and dairy production. Farmers want mechanized feed handling, processing and manure handling systems. Development of these systems requires careful consideration of drainage, water supply, farm structures, the installation and design of mechanical and electrical systems, and the factors which make for safe handling of livestock and machinery.

A drouth in 1956 resulted in a great interest in irrigation systems and a wide shift to drouth-resistant crops such as grain sorghum. Late maturity of the sorghums and corn has created a pressing interest and desire among farmers to mechanize their entire harvesting system to get early harvest and to successfully store or dry high-moisture crops.

Crops and Soils

With approximately 60 percent of the annual farm income coming from crops grown on Iowa's productive soils, improvement of quality of crops grown, efficiency of production and improved land use have been the long-time objectives of Iowa farmers.

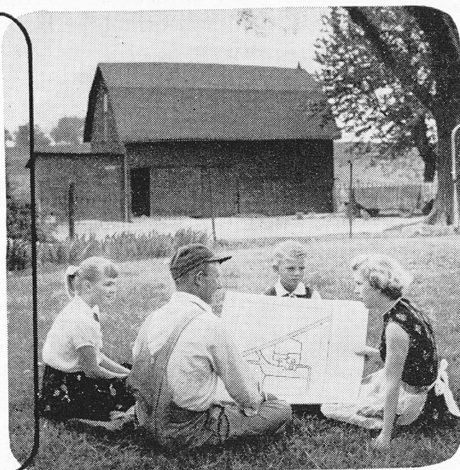
Extension Service constantly strives to move in this general direction, with shifts in major emphasis of the educational program as conditions may dictate.

After several years of unfavorable crop production weather, there

Group Contacts

COUNTY STAFF	STATE STAFF
37,521 meetings attended by 2,420,523 persons	8,697 meetings attended by 1,506,506 persons
48,080 leaders trained, who held meetings attended by 534,399 persons	

Iowa families find help for problems of:



Animal health	Household equipment
Beekeeping	Insects
Buildings	Lawns
Child development	Landscaping
Community programs	Leases
Consumer information	Livestock
Cooperatives	Machinery
Crops	Marketing
Dairy	Music
Economic outlook	Plant diseases
Electrification	Poultry
Family life	Public affairs
Farm management	Recreation
Fertilizers	School organization
Flowers	Seeds
Foods and nutrition	Soils
Fruits	Soil and water conservation
Gardens	Textiles and clothing
Home furnishings	Water systems
Home management	Weeds

was an increased demand for interpretation of soil moisture information and the climatic probabilities as a means of reducing some of the crop production risks.

Farmers grew some 300,000 acres of sorghum in 1957—an increase of three times over the previous year. Because of this rapid increase it was impossible to acquaint all farmers with the possibilities and limitations of the crop. Inadequate attention to maturity of variety and hybrid and lack of facilities of many new growers left many farmers with unhappy memories of a potentially "good" crop when the harvest season proved very unfavorable. As a result, 1958 acreage will likely be lower than the potential of the crop justifies.

Increased assistance was sought by watershed groups, including both farmers and townspeople, on the possibilities and limitations of new Iowa water laws.

Entomology and Wildlife

A summary of activities of extension entomologists indicates that livestock insects received the most attention and cost the farmers the most money (about \$100,000,000). The corn borer was second (cost \$86,600,000). Dutch elm disease, carried by bark beetles, entered eastern Iowa. The Japanese beetle was found in Ft. Madison. These two problems will increase the demand for educational effort by urban communities.

The microscope was adopted for "live" presentations on television. Its wide usefulness was demonstrated to the Iowa Association of College Presidents.

The 4-H entomology project was established with 87 members. All Iowa youth, rural, rural non-farm and urban, can participate in 4-H work in this project.

Plant Pathology

Iowa people were encouraged to

use all possible means to control and eradicate weeds. Telephone and utility companies received more help than previously in using weed control chemicals under power and communication lines.

Contacts with the public on plant disease problems increased one-third over last year. More than 2,000 samples of diseased plants were diagnosed by the Plant Disease Clinic which operated during the growing season. With discovery of Dutch elm disease in Iowa in July 1957, efforts to help communities plan control programs have increased, and explanatory literature has been prepared.

The Seed Laboratory encouraged more farm people than ever before to comply with the seed law and buy, sell and plant only clean, high-germinating seed. Over 10,000 seed samples were germination and purity tested for Iowa citizens and 16,000 for companies in all states. Over 1,000 individuals visited the laboratory.

Horticulture

The requests for assistance in the field of horticulture continue to increase each year. Home owners in suburban areas continue to show a growing interest in lawns, flowers, trees, shrubs, fruit plants and vegetable gardens. With a general tendency for a shorter work week for the nonfarm families in town and suburban areas, it means more time for hobbies and work around the home and yard. During the last 10 years the number of inquiries from urban and nonfarm areas have doubled.

Additional publications are being prepared, particularly in the field of trees, shrubs, flowers and lawns, and more extensive use of demonstration fruit plantings is being made. A more extensive program of school and athletic turf management and establishment is being undertaken. Commercial fruit acreage is increasing.

Landscape Architecture

More urban people than ever before were reached by the extension educational program in landscape architecture. This was evidenced by the large number of urban people included in the 23,722 reached directly by the specialist or by leaders trained by the specialist;

and urban people requesting further information following the radio talks and television shows on landscape architecture.

The immediate goals of the landscape architects during the past year were to alert the people of the state to: (1) their advantages and opportunities in developing and re-developing outdoor areas; (2) the need for careful long-time paper planning based upon the people's needs and interests and the conditions of each site, before actually making changes on the grounds; and (3) the considerations (usefulness, beauty, easy upkeep) to be weighed when planning the future changes.

Forestry

Analysis of 1957 activities in extension forestry work reveals four trends of sufficient magnitude and significance to warrant comment.

One of the more interesting and encouraging developments is the increase in 4-H forestry activity. The second, and perhaps the most significant trend, is the rapidly increasing interest in the Tree Farm idea.

The third trend deals with interest in Christmas tree growing as a profitable farm sideline business. This activity serves as a means of getting poorer farm lands planted to a useful crop of trees and accomplishing good land conservation. The fourth trend is increasing activity in tree planting projects as the result of conservation reserve promotion. This has become a major activity.

Economics . . .

The income decline of some \$600 per Iowa farm family from farming

since 1950 while other incomes were rising has been an important force in the extension work in economics. During the 40's, social and economic growth of the American society had brought higher incomes and better living conditions to most Iowans, especially the farmer. Since 1950, economic growth in Iowa has seriously slowed down, and farmers have lost considerable ground.

An examination of the broad outlines of the problem, especially the economic aspects of it, was discussed in a series of nine district economic forums during the winter of 1956-57. A full day was devoted to an examination of the problems of agriculture in a rapidly growing economy.

In March, a series of 1-day conferences for county extension council members were held to give the councils the background information needed so they could take leadership in a longer range program dealing with the problems of social and economic growth as applied to Iowa's economy.

To more fully prepare the total extension staff for the broader educational role that they are increasingly playing, a continuous training program has been developed.

Farm Management

During the year, an important change was made in the farm management part of the extension program in economics. The seven district men were shifted to a full-time Extension Service basis as district extension economists.

This change was especially useful in strengthening the Farm and Home Development Program in the counties, as the district extension

economists now have much more time to assist the counties with a larger and more effective educational program in farm and home development for its younger farm families.

Consumer Marketing

In the marketing field, a special exhibit in the Extension Caravan brought opportunity to present "The Cost of Convenience Foods" to thousands of Iowa men and women from farm and town alike. With this information, they can better appraise the merits and shortcomings in their own households of the use of little, partially or fully prepared foods as related to the family budget and the use of the homemaker's time.

Marketing workshops and conferences were held for various groups including cooperative directors and managers, elevator managers, restaurant operators and others.

Farm Outlook . . .

Outlook information went out regularly through special meetings and through press, radio, television and publications. Special outlook analyses were made on particular problems such as that of the proper size of the pig crop to avoid unduly depressed hog prices and a special series of meetings on the outlook for cattle feeders prior to buying their cattle in the fall months, the latter being accompanied by information on economical methods of feeding.

A number of counties were assisted with educational programs on state and local taxes, social security for farmers, soil conservation problems and similar matters.

